

KAUR takes its message to the streets... well... Student Street

BY KARI PETRYSZYN
MIRROR VARIETY CO-EDITOR

This past month the campus radio station, KAUR, kicked off their "We Dare You to Listen" campaign.

Having moved from the back of Tuve Hall to its new, more visible location earlier this year, the station was given the opportunity to increase student interest. The station decided not to let this opportunity go to waste.

The station control room's new location off the Student Street, right outside the entrance to the cafeteria, is being utilized in a number of ways.

Besides being in direct sight of students, KAUR decided to come in direct earshot as well.

"We have placed speakers in various places in the Commons including right outside the

station, downstairs and outside the southern part of the building," sophomore Chuck Carlson, music director, said.

"During meal times our DJs will be pumped through these speakers out to you while you hungrily wait in line for turkey chili and spectacular spinach salad, or downstairs where you socialize and check your mail."

KAUR is raising additional awareness through other avenues such as advertisements on the air, renewed distribution of KAUR's newsletter, *Dateline*, and printing up t-shirts.

Also, at 7:30 p.m. on March 7 in the Back Alley, KAUR, in partnership with UBG, will be hosting Stump the Profs, a broadcast in which students will be able to informally grill the panel of professors.

"[The campaign] will hopefully raise awareness and listenership among Augie students," Carlson said. "The stage has been set and the performance is well under way to bring KAUR to the masses of the Augie student body."

The marketing campaign was actually created last year by senior Brett Stolz, aka "Frosty," KAUR's program director, but it fell through.

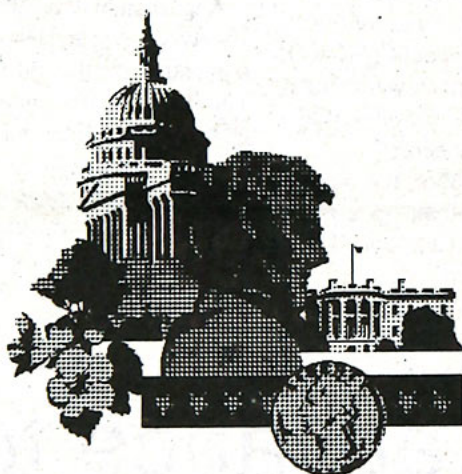
"This year we've done a lot better and have been a lot more organized," junior Brooke Winterfeld, music director, said. "We've had a much more specific plan of action and got going a lot sooner."

KAUR can be found on the radio dial at 89.1 FM.



Photo by Megan Koepp
Diane Kramer waves from her jazz show in KAUR's new control room located just outside the cafeteria.

An Experience of a Lifetime!



Augustana College's Washington Semester

- Challenging internship opportunities for **all majors!**
- Earn a full semester of credit for Fall and Spring semesters and a half semester of credit in the Summer semester
- Live in a furnished condo overlooking the Nation's Capital
- Explore Washington as an "insider" through field trips, meetings with experts, community service and cultural events

Application Deadline:	Fall '01	May 15
	Spring '02	Nov. 1
	Summer '02	Mar. 1

For an application contact: Dr. James Meader
Department of Government and International Affairs, Office: 274-5317
e-mail: meader@inst.augie.edu

For more information contact: Dr. Nancy D. Joyner, Dean
Lutheran College Washington Semester, 1-888-456-LCWC
Fax: (703) 525-2442, e-mail: dean@washingtonsemester.org

Web address: www.washingtonsemester.org

JOIN ALPHA IN THE FIGHT FOR LIFE

Alpha Therapeutic
manufactures life
saving products -
provided by people
who care!

DONORS EARN
UP TO...

\$300

IN 30 DAYS

For more info call
332-3311
Alpha Plasma
Center
1025 N. Minnesota

It's not
news if
we don't
know
about it.

Call 274-4423
with news tips
or story ideas